Rep Order# 9834231 **Mod**# 2 Status Confirmed Traffic Order# 1385535 **Printed:** 10/17/2012 9:27 AM Ver# 7 EC'd Yes Last Received: 10/16/2012 9:43 AM **Showing Buylines:** All Rep Revised Lines WPGH-TV PITTSBURGH, PA) SRCP MEDIA Rep Firm Station Agency) POLITICAL 201 NORTH UNION ST, SUITE 200 Sales Office () WASHINGTON Advertiser **Product** TOM SMITH FOR SENATE ALEXANDRIA, VA 22314 Salesperson () KATHRYN SARDINSKY Estimate# 305 Agency C/P1/P2/E 11/15/305 **Buyer** Betsy Vonderheid Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 202-955-5342 Phone# **Hiatus Weeks** Salesperson FAX# Fax# ******************** Contract Coversheet ****************** V5 10/10 SEE LNS 1 & 3 FOR REVISIONS LN 1 - REVISED LUR - \$375 ALREADY MG WEEK OF 10/9 NEED TO MG \$250 MORE; ALSO ADDED LN 3 - XFACTOR, PER RICH'S EMAIL ON 10/3 - TOTAL REBATED \$625. TOTAL ADDED \$2500. REVISED TOTAL \$24,250 - PLS CF - THANKS - KAT ******

V.7 10/16

LN 3- N/A 1X 10/4, CREDIT MOVED \$2500 TO #9837699

PLS CF- CHRISTINA FOR KAT

PREVIOUS TTL: \$24250, NEW TTL: \$21750, TTL CREDITED: \$2500

1 of 3

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Last Received:

Showing Buylines: All Lines

WPGH-TV PITTSBURGH, PA Station Advertiser) POLITICAL

Product TOM SMITH FOR SENATE

Estimate#

Betsy Vonderheid **Buver**

Phone# Fax#

305

) SRCP MEDIA Agency

201 NORTH UNION ST, SUITE 200 ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/15/305

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone#

202-955-5342

2 of

Salesperson FAX#

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	10/02-10/08	10P-1030P	NEWS	:30	\$350.00	TU-F,M	5	1	5	\$1,750.00
2	10/07-10/07	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00
3	10/04-10/04	8P-9P	XFACTOR	:30	\$2,500.00	TH	0	0	0	\$0.00

---REPORT TOTALS---

Report Totals: 6 / \$21,750.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$21,750.00

Sales Totals: 6 / \$21,750.00 Station Totals: 6 / \$21,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$142,157 CABL 0 % KDKA 34% UNKN 0 응 WPCW N% WPGH 15%

WPMY 0 응 WPXI 22% WTAE 27%

--- COMPETITIVE COMMENTS---

KD ESTIMATED

null Books RA35+ Demos

Rep Order# 9834231 Ver# 7 **Mod**# 2 Status Confirmed Traffic Order# 1385535 **Printed:** 10/17/2012 9:27 AM 3 of 3 EC'd Yes 10/16/2012 9:43 AM Last Received:

Showing Buylines: All Lines

WPGH-TV PITTSBURGH, PA Station Advertiser () POLITICAL

TOM SMITH FOR SENATE **Product** 305

Estimate#

Buyer Betsy Vonderheid

Phone# Fax#

) SRCP MEDIA Agency

201 NORTH UNION ST, SUITE 200 ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/15/305

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

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